Brooklyn College
Department of Computer and Information Science

CISC 1530 [3.2] Electronic Commerce
3 hours; 3 credits

How the Internet can be used to conduct business. Topics covered include: Internet hardware and software, tools and technologies for creating a Web site, characteristics of successful Web sites, new technologies, the future of the Internet, Web communication strategies, security issues, legal and ethical issues, Internet information services, data mining, global E-commerce. Case studies of successful E-commerce businesses will be examined. This course is the same as BUSN 3120 [formerly Business 31.5].

Textbook

E- commerce: business, technology, society. by Kenneth C. Laudon and Carol Guercio Traver. (3nd ed., Addison-Wesley, 2003)

Syllabus

1. Introduction to e-commerce
Business models, marketing plan, high-involvement and low-involvement products, hierarchy of effects, the Web and the economy

2. E-business technology
Bandwidth, last-mile lines, role of an ISP. Web hosting

3. Internet user characteristics and behavior
Diffusion of innovations, measuring the size of the Internet, market segmentation, psychographics

4. Online research
Ways to measure site traffic, online marketing research, ethics of online research, site rating services, strategic value of customers. data mining, stages of new product development, ways to measure attitude toward the site

5. Web Searches
Open text search, subject tree search, metasearches

6. The Product
Positioning, branding strategies, domain names.

7. Pricing on the Web
Online pricing strategies, smart pricing, versioning

8. Distribution Channels
E-business distribution system, payment, security, power relationships among channel members. storefront hosting services

9. Communication
AIDA model, online ad measurement service, Internet advertising models, public relations, sales promotions, the Net as an advertising medium, banner ads, interstitials, sponsorships, audince measurement

10. Security
Consumer security, business security, cryptography, encryption and decryption, digital signatures, digital certificates
11. Relationship marketing
Customer relationship management, Internet strategies facilitating relationship marketing

12. Political, legal, and ethical environment
Copyrights, trademarks, patents, consumer privacy, employee privacy, social benefits of the Web.

13. E-business management
Leadership, organization culture, organizational learning, knowledge management, telecommuting, restructuring, organization positions.

14. Internet marketing plan

Bibliography

1. *e-Business & e-Commerce for Managers*, By Deitel, Deitel & Steinbuhler; Prentice Hall Publishers, 2001. (slightly more technical and colorful than main text)
2. *e-Business & e-Commerce*, By Deitel, Deitel, & Nieto; Prentice Hall Publishers, 2001. (more technical than 1. above and text includes HTML, java script, XML, etc.)
3. *e-Business 2.0: Roadmap for Success*, by Kalakota & Robinson; Addison-Wesley Publishers, 2001.
4. *Success with Electronic Business*, by Daum & Scheller; Addison-Wesley Publishers, 2000.